

# THREE WAYS TO BE IN JE BUSINESS

One of the best reasons to join Jordan Essentials is because of the flexibility we offer to everyone who joins us. When we break it down, there are three ways to be in JE business. Let's take a look!

## **BUYER'S CLUB**

This person primarily wants a discount on our products because they've fallen in love with them!! However, that doesn't mean that at some point, they're going to see the benefits of sharing our product intentionally to earn an income.

### **Perks:**

- 25% discount on products (or more depending upon the amount of their order).
- Advanced news of product and company specials.
- Opportunities to earn income if desired.

### **Best Practice:**

- Get them enrolled in Joyful Jordan Box and autoship of favorite products.
- This group is here for the savings on products and most likely, not to be counted on for \$200/month.
- Reach out to them monthly by text or message to be certain they know about the monthly specials/promotions.
- Suggest they hold their own party every month (or invite them to your monthly Mega Party) and invite friends and family so they can earn their products free.

### **Word Choices:**

"Jennifer, I'm so happy you're loving the products enough to become a JE Consultant! You're going to love being a part of this company. You've told me that you're joining at this time to get our product discount.

- So, I'm going to suggest a Starter Kit for you based on what works best for you.
- Then, I'm also going to get you signed up for our Joyful Jordan Box subscription. You'll receive products every month valued between \$40 and \$50 for only \$29! Such a great deal!
- I'd also love to tell you about our Jump Start program, just in case you decide you want more than a discount on our products."

## **HOBBYIST**

A Hobbyist may work full-time, have a family or may be nearing retirement. The common thread is that this person wants/needs to make some additional money to add to their budget. It's very important to ask them how much they'd like to earn so then you can support them in making that goal happen.

**Perks:**

- 25-35% discount on products
- Advanced news of product and company specials
- Opportunity to earn small time money or part-time money, if desired.
- Jump Start Rewards

**Best Practice:**

- Find out their WHY
- Get them enrolled in Joyful Jordan Box autoship.
- Follow 5 Steps to New Jordie Success.
- Use the Sponsor's Checklist to guide and support your new team members.
- This group would most likely want to submit more than \$200 a month and will need training and possible coaching to be able to be successful.
- Reach out to them consistently each month to find out what their monthly goals are and where they may feel challenged.

**Word Choices:**

"Karen, I love your WHY—that you want to earn \$200-\$300 a month to pay off your car! You can absolutely do this with JE. On average, that will take about two Parties a month. And just to factor in reschedules and cancellations, we'll want to schedule four Jordan Parties a month. How does that sound to you? If you want to do less Jordan Parties, you could also participate in vendor events in your community to bump up the dollars."

**BUSINESS BUILDER**

This person may join JE with the goal of being a Business Builder or, they may join with just a love of our products...or anything in between. The key here is to realize that no matter what someone's goal is when they start, they can always build up to being a Business Builder, with support, training and action.

**Perks:**

- 25-35% discount on products; group bonuses based on leadership level and team volume.
- Advanced news of product and company specials.
- Opportunity to earn part-time to big time money, if desired.
- Jump Start Rewards

**Best Practice:**

- Find out their WHY.
- Get them enrolled in Joyful Jordan Box autoship.
- Opportunity to earn part-time to big time money, if desired.
- Use the Sponsor's Checklist to guide and support your new team members.
- This group wants to earn an income and possibly move into leadership. They will need training and possible coaching to be able to be successful.
- Reach out to them consistently each month to find out what their monthly goals are and where they may feel challenged. They might want to earn the next Incentive Trip!
- Invite them to learn more about leadership.
- This group is one you want to work with consistently to maintain and grow your title.

**Word Choices:**

“Lisa, your WHY is awesome—and attainable! With a full-time job, about how many hours do you think you can spend in your JE business, alongside your one Jordan Party per week (or 4/month)?

Five hours is great!! The reason we need to add work hours in addition to your Party hours is because, we aren't just in the business of doing parties, we're also in the business of getting parties... and then also giving good customer service to our customers. So, let's discuss where you can find those hours within your week...”

People will join Jordan Essentials for different reasons, and they'll come to you with different personal daily/weekly responsibilities. The greatest impact we can make is to find out why they joined Jordan Essentials and then support them in their choice/goals.